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| <b>Job Title:</b>  | Digital Media Specialist                  | <b>Reports To:</b>   | Chief Marcomm Officer |
| <b>Department/Group:</b>   | Communications                            | <b>Travel Required:</b>  | Up to 15%             |
| <b>Location:</b>   | MI – Grand Ledge, Kalamazoo, or Ypsilanti | <b>Status:</b>   | Full-time, non-exempt |
| <b>Level/Salary Range:</b>   | TBD                                       | <b>Date Posted:</b>  | November 20, 2018     |
| <b>To apply please include a cover letter, resume, or employment application. Applications accepted by:</b>  |   |  |                       |
| <b>Subject Line:</b> Digital Media Specialist<br><b>E-mail:</b> <a href="mailto:hr@gshom.org">hr@gshom.org</a><br><b>Website:</b> <a href="http://www.gshom.org/en/our-council/careeers.html">http://www.gshom.org/en/our-council/careeers.html</a><br><b>Fax:</b> (269)492-1439   |   | <b>MAIL:</b><br>HR Department<br>Girl Scouts Heart of Michigan<br>601 W Maple<br>Kalamazoo, MI 49008 |                       |
| <b>Job Description</b>   |   |  |                       |
| <b>POSITION SUMMARY</b><br><br>The Digital Media Specialist (DMS) will be the on-line voice and electronic face of Girl Scouts Heart of Michigan as an integral part of a fast-paced communications department. Activities will amplify communications plans from cross-functional teams to promote membership, volunteerism, camp, events, retail, and product programs. Girl Scouts are in every part of our communities, and the DMS creates the front line for parents, partners and the general public. The DMS will also develop project plans and implement digital PR campaigns to amplify working collaboratively and pro-actively with internal and external partners. We are seeking a motivated team player who demonstrates creativity, initiative, strong written and verbal communications skills, attention to detail and affection for social media.  |   |  |                       |
| <b>ESSENTIAL FUNCTIONS</b> <ul style="list-style-type: none"><li>• Design and execute digital marketing (Facebook, Instagram and Pinterest) that shares and reinforces council priorities.</li><li>• Update website and work with communications team on content and design.</li><li>• Review other digital formats for potential engagement.</li><li>• Develops and implements the council's digital media calendar, including identifying and prioritizing key events, messages, and audiences. (For instance support for product sales seasons or camp registration)</li><li>• As part of a team, ensures updated information is provided to third-party websites (including event calendars, camp guides, and other family-focused websites, blogs, etc.)</li><li>• Captures digital messaging as blog posts on gshom.org</li><li>• Engages with staff and volunteers in building visibility for the organization</li><li>• Works in communications to support local volunteers to share and enable sharing in local communities.</li><li>• Identifies opportunities for enhancing GSHOM messaging through social media.</li><li>• As part of a team, edits and proofreads communications department materials</li><li>• Willing to become a member of Girl Scouts of USA</li><li>• Able to lift and/or manipulate up to 25 pounds</li></ul> |   |  |                       |

- Other duties as assigned

#### **COMPETENCIES**

- Customer/Client Focus
- Personal Effectiveness/Credibility
- Teamwork Orientation
- Ethical Conduct
- Communication Proficiency
- Technical Capacity
- Organizational Skills
- Basic HTML

#### **EDUCATION AND EXPERIENCE**

- Bachelor's degree or equivalent experience in a related field.
- Experience with volunteer organizations with a knowledge of Girl Scouting preferred
- Marketing experience preferred

#### **WORK SCHEDULE**

- Offices are open Monday through Friday between 8 a.m. and 5 p.m.
- Position may require occasional evenings and weekends

#### **TRAVEL**

Must have own transportation and the ability to travel within the jurisdiction. Occasional travel within the council to various meeting locations with staff and volunteers. Travel is primarily during the business day and evening hours.

#### **WORK ENVIRONMENT**

Operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets. Will sit in front of a computer for prolonged periods of time.

#### **SUPERVISORY RESPONSIBILITY**

This position has no supervisory responsibility.

#### **BENEFITS**

- Medical, Dental, Vision
- Employer Paid Life and Disability
- Voluntary Life

- Flexible Spending Account
- 403(b)
- Employee Assistance Program
- Vacation, Sick, Personal and Holiday Pay

#### **EQUAL EMPLOYMENT OPPORTUNITIES STATEMENT**

Girl Scouts Heart of Michigan provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training .

#### **OTHER DUTIES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

#### **Signatures**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_

HR \_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_